

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Ed Gruda
FROM: Nancy Pilotti *MR*
SUBJECT: ALPINE FULL FLAVOR - SINGAPORE

DATE: June 22, 1988

Enclosed, please find color swatches to be used for this project. Below is an outline of items as they stand now:

- (1) Carton: Use art you have from Landor, San Francisco. Colors follow the enclosed.
- (2) Pack: The pack art is being revised and will be forwarded ASAP.
- (3) Tipping: Use art you have from Landor, San Francisco. One line (silver) logo (dark green).
- (4) Closure: Standard version--see xerox copy. Prints silver over white.

NAP:adr
Enclosures

Outline: mountain & shadow effects
Birches - drop from mountain shadows to background
very light orange on board, darker on top
gold, more like gold - silver, example

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